

## Message Text

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ACTION EB-03

INFO OCT-01 SS-14 ISO-00 EUR-08 STR-02 L-01 INR-07 INRE-00

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P 151007Z MAY 75

FM USMISSION EC BRUSSELS

TO SECSTATE WASHDC PRIORITY 8868

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LIMDIS

DEPT PLEASE PASS STR FOR AMBASSADOR DENT

E.O. 11652: N/A

TAGS: ETRD, EEC

SUBJECT: AFTER CHEESE-A WINE WAR?

REF: STATE 110860

1. AFTER MONTHS OF HIGH-LEVEL EFFORTS TO AVOID A CHEESE WAR WITH THE EUROPEAN COMMUNITY, WE NOW APPEAR TO BE HEADING FOR A CONFRONTATION OVER WINE. THE DRAFT NOTE TO BE GIVEN TO THE COMMISSION (REFTEL) RAISES BASIC QUESTIONS ABOUT THE COMMUNITY'S NEW WINE REGULATIONS AND CONTAINS THINLY-VEILED THREATS OF RETALIATION.

2. THERE IS ONLY A SMALL QUANTITY OF US EXPORTS INVOLVED (\$403,000 IN 1973). THERE MAY BE SOME CHANCE OF WORKING OUT A REASONABLE SOLUTION. BUT THE PROSPECTS OF SUCCESS ARE PRACTICALLY NIL IF WE INSIST ON PROPOSITIONS LIKE CHAMPAGNE HAS BECOME GENERIC IN THE ENGLISH LANGUAGE. SUCH AN ASSERTION HAS LONG BEEN THE SUBJECT OF LITIGATION AND IS CONSIDERED A KNIFE AIMED AT THE HEART OF THE CONTINENTAL WAY OF LIFE.

3. A MORE REALISTIC APPROACH TO DEFEND US INTERESTS IS SUGGESTED IN A SEPARATE TELEGRAM. I STRONGLY URGE THAT THE DRAFT NOTE NOT BE GIVEN TO THE COMMUNITY UNTIL OUR COMMENTS HAVE BEEN

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TAKEN INTO ACCOUNT AND THE MATTER HAS BEEN GIVEN POLITICAL-

LEVEL CONSIDERATION. GREENWALD

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** LABELING, EXPORTS, COMMUNITY RELATIONS, FOOD & DRUG REGULATIONS, WINES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 MAY 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** MorefiRH  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975ECBRU04316  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750170-1144  
**From:** EC BRUSSELS  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19750546/aaaabphe.tel  
**Line Count:** 62  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EB  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 110860  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** MorefiRH  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 10 APR 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <10 APR 2003 by Izenbel0>; APPROVED <21 MAY 2003 by MorefiRH>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** AFTER CHEESE-A WINE WAR?  
**TAGS:** ETRD, US, EEC  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006